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09/08/23 • BIG PHARMA › NEWS

CDC's New 'Wild to Mild' Ad Campaign Hypes Flu Vaccines for Kids, Pregnant Women

The Centers for Disease Control and Prevention is launching a campaign called "Wild to Mild" to encourage flu vaccination among children and pregnant women, despite long-observed ineffectiveness and safety concerns.

By **John-Michael Dumais**

43

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The Centers for Disease Control and Prevention (CDC) this week launched a new "Wild to Mild" ad campaign to "tame skepticism about flu vaccines," CNN Health reported.

The campaign, which will run on the radio and social media platforms starting this week, targets pregnant women and parents of young children "because vaccination rates are down in both of those high-risk groups," said CNN.

Experts who spoke with The Defender, however, questioned the efficacy of flu vaccines and cautioned about their potential harms.

The CDC ads feature cute animal images, including one that depicts a tiger ("a ferocious animal") and a kitten ("something that's not scary") designed to promote the idea that the flu vaccine, rather than preventing influenza altogether, will inhibit severe symptoms and yield a milder course of the illness.

The CNN article cited CDC data showing flu vaccination rates for pregnant women are down more than 16% since 2019 and 7% for children under 18. "That means more than 3.7 million people were unprotected during pregnancy over the past winter" along with "an estimated 32 million children," CNN reported.

Erin Burns, M.A., associate director for communications for the Influenza Division at the CDC, told CNN the progress made to vaccinate pregnant women after the 2009 H1N1 pandemic has been "completely wiped out in the years since COVID-19."

Focus groups run by the CDC showed that "most of the pregnant women had no intention of getting a flu vaccine and no awareness of the benefits it could bring them or their baby," Burns said.

Dr. William Schaffner, infectious disease specialist at Vanderbilt University and a member of the CDC's Advisory Committee on Immunization Practices, told CNN that "something was amiss" if doctors were not adequately informing pregnant women about the risks of the flu.

"Women who get influenza who are pregnant may have rates of complication that rival that of senior citizens," Schaffner said, adding "They [doctors] have to get these messages out to women who come to them right now."

Burns said mothers in focus groups found it "extremely motivating" when health educators explained that antibodies induced by flu shots could transfer to their babies and protect them after birth.

While seniors tend to understand their higher risk from the flu and therefore keep up with their shots, moms need more nudging, CNN reported.

RFK Jr./Hooker NEW book: Vax-Unvax. Order Now!

Ad campaign tempers expectations about respiratory vaccines

According to CNN, Burns said the CDC felt cautious about claiming flu vaccines could attenuate illness, but since deepening its vaccine surveillance network, it found "strong and growing evidence" that the vaccine could "blunt a bout with the flu" and reduce doctor visits.

Schaffner said comparing the effectiveness of the flu vaccine to vaccines designed to eradicate diseases like measles, polio and whooping cough confuses people about what flu shots can do.

"With these respiratory viruses," he said, "the vaccines aren't very good at preventing milder disease. [But] we have to say … 'here's the benefit.'"

According to the CDC, all flu vaccines for the 2023-2024 season will be quadrivalent (i.e., targeting four different strains).

"Most will be thimerosal-free or thimerosal-reduced vaccines (91%), and about 21% of flu vaccines will be egg-free," states the CDC website.

Hundreds of peer-reviewed studies show that thimerosal is a developmental neurotoxin.

The CDC is recommending the flu and respiratory syncytial virus, or RSV, vaccines this fall for everyone, and also the COVID-19 vaccine or booster for people 6 months and older.

Order Now 'The Wuhan Cover-up' by RFK Jr.!

'Basically, it does not work'

The CDC states that flu vaccine effectiveness can vary, citing studies over the past 10 years showing between 19% and 54% effectiveness. The major factors influencing vaccine effectiveness are a person's age and health and how well the vaccines match the circulating virus strains.

Dr. Meryl Nass told The Defender the CDC claims that flu shots reduce flu severity "cannot be relied on" when the shots "fail to work to prevent infection."

Nass pointed to four studies the CDC uses to support its new contention that flu shots reduce flu severity even if they do not prevent flu. "All four published studies have CDC authors, so the CDC cites itself to make this claim."

Two of the papers, published in the journal Vaccine in 2018 and 2021, said Nass, start by acknowledging that the effect of influenza vaccination on influenza severity remains uncertain.

Dr. Anthony Fauci, former head of the National Institute for Allergy and Infectious Diseases, in a paper published in January with co-authors Dr. David M. Morens and Jeffery K. Taubenberger, M.D., Ph.D., said that vaccines for respiratory diseases are "decidedly suboptimal" and that new types of vaccines need to be developed.

"'Wild to Mild' is a propaganda strategy to throw up against the facts," Nass said, "that efficacy is often poor, that flu shots have never been shown to prevent deaths and that even Fauci has now admitted this."

Commenting on the campaign, Dr. Peter McCullough told The Defender, "In the last several years the estimated vaccine efficacy of the influenza vaccine was statistically insignificant. Basically, it does not work."

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'No data' on safety of flu shots for pregnant women and their babies

According to Nass, in the past flu shots were not approved for pregnancy.

"They used to be labeled 'Category C,' which meant 'no data in pregnancy,'" she said. "That system of specifying the pregnancy risk was junked to make way for verbiage instead."

As an example of this "verbiage," Nass referred to the U.S. Food and Drug Administration's (FDA) risk summary for the flu vaccine FLULAVAL, which states:

> "All pregnancies have a risk of birth defect, loss, or other adverse outcomes. In the U.S. general population, the estimated background risk of major birth defects and miscarriage in clinically recognized pregnancies is 2% to 4% and 15% to 20%, respectively.
>
> "There are insufficient data on FLULAVAL in pregnant women to inform vaccine-associated risks."

The flu vaccines' effect on lactation also is unknown, according to Nass. "Despite CDC recommending use in pregnancy for well over 10 years, they just have not looked," she said.

According to the FDA, "Data are not available to assess the effects of FLULAVAL on the breastfed infant or on milk production/excretion."

Brian Hooker, Ph.D., senior director of science and research at Children's Health Defense and co-author of "Vax-Unvax: Let the Science Speak," reviewed a 2021 study published in JAMA Network on flu vaccination during pregnancy.

The retrospective cohort study reviewed live births in Nova Scotia, Canada, from 2010-2014, with a follow-up in 2016. The authors concluded that "maternal influenza vaccination during pregnancy was not significantly associated with an increased risk of adverse early childhood health outcomes." But, according to Hooker, the study failed to consider several key points.

The first shortcoming was that diagnoses considered in the study were based on emergency visits and hospitalizations only, not outpatient settings such as practitioner offices, where most diagnoses are made.

To support his criticism of this diagnostic bias, Hooker noted the study found only 1.1% cases of asthma while for the overall Canadian population, the asthma rate was 9.5%.

The study also inaccurately reported on the rates of ear infections in unvaccinated versus vaccinated groups, with the latter experiencing significantly higher rates.

The study showed a significant association between lower respiratory infection in babies for mothers vaccinated in the third trimester versus unvaccinated mothers, but "these results were summarily ignored by the study authors," Hooker said.

Finally, the study's "control diagnosis," which it defined as "all-cause injuries," showed a significantly higher incidence for children whose mothers were vaccinated, which Hooker said, "casts a shadow of doubt on any conclusions made from this study."

Hooker expressed concern that physicians would use the study to provide a "false assurance of safety" to pregnant women considering the flu vaccine.

Nass said the majority of claims filed and compensated in the National Vaccine Injury Compensation Program (NVICP) — which has paid out over $4 billion to date — are for injuries from the flu vaccine.

NVICP is part of the 1986 National Childhood Vaccine Injury Act. It was passed to exempt vaccine manufacturers from product liability, based on the legal principle that vaccines are "unavoidably unsafe" products.

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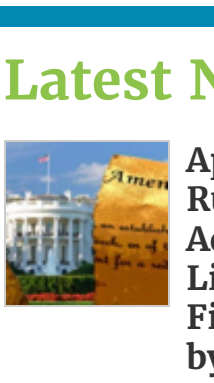
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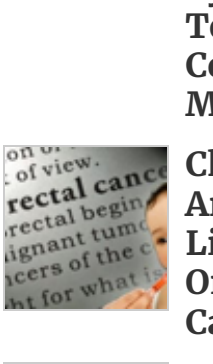
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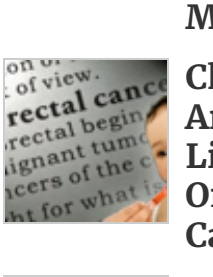
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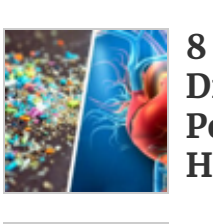
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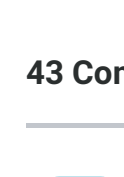

John-Michael Dumais

John-Michael Dumais is a news editor for The Defender. He has been a writer and community organizer on a variety of issues, including the death penalty, war, health freedom and all things related to the COVID-19 pandemic.

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Best Newest Oldest

Polly Green
3 days ago
Dr. Vanay Prasad of UC-SF reported on YouTube that the flu shot has an effectiveness rate of only 12%.
You'd have to be nuts to take that bet.
20 0 Reply • Share ›

Wendy → Polly Green
3 days ago edited
I read 10%, if that. To prevent flu and other infections, simply maintain a robust level of Vitamin D. Mine is around 100 ng/ml and I have not had the flu since around 1971. Had it once and never again. Check references on pubmed.gov. And not one flu shot, ever.
6 0 Reply • Share ›

Polly Green → Wendy
2 days ago
Same here. I actually had a specialist argue with me in Nov 2019 that it was pointless to have serum D3 above 27. Two months later he was in an absolute panic, shut down his office, and likely barricaded himself in. I on the other hand, high risk in almost every way but weight have been exposed 4x that I'm aware of but have never gotten Covid. Like you, it's very rare for me to get the flu, last was also decades ago. But I catch every freaking bacterial infection to make up for it! Haha. Luck of the draw.
3 0 Reply • Share ›

Kim from Brooklyn → Polly Green
a day ago edited
I had the flu once in my life, knock on wood. That was 35 years ago. Needless to say never once did I take the flu jab.
2 0 Reply • Share ›

Daniel Matuska → Wendy
2 days ago
Yes and morning nasal spray of saline, followed by medicated oxymetazoline spray will help.
1 0 Reply • Share ›

Dwayne → Polly Green
3 days ago
That's why I have not only NOT has a flu shot, I NEVER will.
5 0 Reply • Share ›

Paul Buccigrossi → Polly Green
6 hours ago
Oh, so Vanay Prasad has isolated the flu virus has he?
0 0 Reply • Share ›

annemat
3 days ago
You have to admire their expertise in the bait and switch department. No or reduced thimerosal plus many flu vaccines will be egg free - all good so far! but what they don't tell you is the adjuvant they have added to the vaccines. The mysterious MF59 which is the oil-in-water emulsion, squalene oil. That will raise antibodies nicely which will do nothing to fight a respiratory virus!!
13 0 Reply • Share ›

Carrie Lavine → annemat
2 days ago
Also SV40 cancer promoter in many vaccines..aluminum adjuvants too in childhood vaccines..yes or mercury-Thimerasol..brain toxins-break blood brain barrier and induce hyper antibody response by its severe toxicity-these antibodies attack healthy cells-induces Autoimmune Diseases.
3 0 Reply • Share ›

T.Martin → Carrie Lavine
19 hours ago
And an SV40 promoter found in Pfizer's gene therapy "vaccine."

https://anandamide.substack...

0 0 Reply • Share ›

Caroline Cary Davidson
3 days ago
wondering exactly when the marketing promises for vaccines were that you just get milder illness instead of them preventing the illness? when did that narrative change. did they ever say, 20 - 30 yrs ago, 'you'll only get a tad of polio,' or 'a tiny case of measles'?? funny how the messaging on vaccines in general morphed into the expectations being purely subjective. now you can NEVER prove if they 'worked' or not. how convenient for them. there's no longer a REAL, objective measure of efficacy.
12 0 Reply • Share ›

Simons
3 days ago
My understanding is the 21st Century Cures Act of 2016 waives manufacturer's liability for all vaccines recommended by CDC for pregnant women. Would you buy a car if the manufacturer was exempt from liability for any harm caused by defects?
12 0 Reply • Share ›

Paul Hastilow
3 days ago
You can waste your time reading this report...... or just scroll down to the very last sentence..?
Vaxxines are "Unavoidably Unsafe"......?
Whether it be "Flu". (which magically Disappeared for over 2 yrs during COVID...?) or Any other Respiratory Infection.
I hope Pregnant Women, don't fall for the Fear-mongering Statement that "because" they are Pregnant they are in a "High Risk Group"...... just like "Old People"....! hence "Should take the Shots" (Not !)
Why involve yourself in a game of "Russian Roulette" when your carrying the Next Generation in your womb.....?
There Must be a Reason why "BirthRates" World wide, have fallen (Drastically)
The evidence we see is, Still Birth, Spontaneous Miscarriage, Sperm Defects, Menstrual Abnormalities, All evident since Mass Vaxxination was implemented.
They Fabricated "Vaxxine Hesitancy" as a Catch Phrase to identify us as "Poorly informed" idiots that don't know what's Good for Us....!
Well Ladies and Gentlemen use your Middle Finger Wisely.....!
10 0 Reply • Share ›

Kim from Brooklyn → Paul Hastilow
13 hours ago
......ha ha...read between the lines!
0 0 Reply • Share ›

ABoleynGirl
3 days ago
"..rather than preventing influenza altogether, will inhibit severe symptoms and yield a milder course of the illness.."
How do you even prove this?
It's the same claim made with Covid vaccines.
You'll still get sick.
But it will be "milder."
Yeah, Right.
10 0 Reply • Share ›

PianoMom → ABoleynGirl
3 days ago
And, of course, you'll be so thankful, because without the shot, you would've died!
7 0 Reply • Share ›

Naga → ABoleynGirl
3 days ago
This is the new model they're trying to brainwash people into: Vaccines do not cure, they just ensure a milder instance of the illness. After all, if they cured you, where's the money in that? They need you to come back time and time again, and some of the people must get really sick because after all, hospitals and insurance companies must make money too. The idea is to re-program people with the new definition of how these jabs work: They don't. Just an excuse for profit and of course, killing people. After all, you want to kill some people as well, and remember: Billy G wants only 500 million in the world and this is the great culling. They need to get rid of most of the 8 plus billion people in the world. They've made a great start with the lethal injections masquerading as vaccines, and when that didn't kill, they could always fall back on ventilators and rendiservir
6 0 Reply • Share ›

Kim from Brooklyn → Naga
13 hours ago
All I can say is "OYYYYY Vey!!
0 0 Reply • Share ›

Carrie Lavine → ABoleynGirl
2 days ago edited
The Clinical Trials for pharma drugs&vaccines are a Medical Fraud-no placebo control groups/in RFK Jr.'s book The Real Fauci,Pharma and War on Democracy with over 2000 references..he covered also clinical trials for Fauci's Remdesivir that every time had No efficacy to prevent ConVid19..or Ebola and in the Ebola trials..literally 55% of people died in the trials.Kennedy made the point in an interview several mnths ago-Fauci knew Remdesivir would cause Mass Deaths-it causes organ damage..ordered use in hospital protocols..during the PlannedDemic.It is proven the PCR nasal swab tests have Graphene Oxide nanotech in it..an activated carbon..kills healthy cells linked to TurboCancers and the inventor of the test Kerry Mullis stated the test cannot detect infection..product of False positives..Many were sickened by the test.then automatically hospitalized..then told they had ConVid and coerced in getting the mRNA Biological Weapon Injection.
2 0 Reply • Share ›

Daniel Arnaud
3 days ago
They were safe and effective when they contained thimerosal, aluminum and egg. Now they're safe and effective with those removed--a continuation of the lies. Anyone who believes any of this garbage needs to have their head examined (or just a lobotomy).
10 0 Reply • Share ›

Bonnie Gillmore
3 days ago
I think it is unconscionable to push vaccines on pregnant women. Whatever happened to all the pregnant women warnings with regards to drugs?
So everything big pharma cranks out is safe and effective for everyone now?
10 0 Reply • Share ›

Wendy
3 days ago
The CDC is NOT YOUR DOCTOR! The CDC is a drug company in the guise of a government agency that cares about people. They own the patents on many drug products, particularly vaccines. Remember, CDC is NOT YOUR DOCTOR OR ANYONE ELSE'S DOCTOR OR A DOCTOR PERIOD.
8 0 Reply • Share ›

Monika OLAF → Wendy
2 days ago
CDC bought and paid by Big Pharma ,billion dollars company pushing Sickness on American people ;lying and manipulating masses.
1 0 Reply • Share ›

Kim from Brooklyn → Monika OLAF
13 hours ago
The plan is to keep us as sick as possible so we have no choice but to take their drugs.
0 0 Reply • Share ›

ralphdevane@msn.com
3 days ago
how is the CDC not completely overhauled after Dr. Birx, exasperated after one of the daily WH Covid Panel meetings came out and said "I can no longer trust anything coming out of the CDC"? Instead, they just double down on incompetence.
8 0 Reply • Share ›

Naga → ralphdevane@msn.com
3 days ago
Dr Birx is a military official and vaccines are bio-weapons.
4 0 Reply • Share ›

T.Martin → Naga
19 hours ago
EXACTLY!!! 🎯
0 0 Reply • Share ›

mcwinaz
3 days ago
There will always be idiots listening to the CDC and every other govt agency because they believe the govt 'cares' for them. You can't help these people, unfortunately.. Either they open themselves up to other motives of the govt OR they don't.. Hopefully they survive the carnage..
7 0 Reply • Share ›

Kim from Brooklyn → mcwinaz
13 hours ago
Once you get a diagnosis most likely you are prescribed drugs that you will have to take the rest of your life, right? Instead of helping the person get better, they pump you with man made chemicals.
0 0 Reply • Share ›

Rebecca Gorlin
3 days ago
Because of how pregnancy affects the immune system, I would think it would not be the time to get vaccinated against anything.
6 0 Reply • Share ›

Naga → Rebecca Gorlin
3 days ago
Rebecca, it's the perfect time, when the aim is to kill.
3 0 Reply • Share ›

Kim from Brooklyn → Rebecca Gorlin
13 hours ago
No longer is it dangerous to have unsafe sex. Now, just being pregnant is considered a health hazard...sheesh.
0 0 Reply • Share ›

Bry
3 days ago
That's criminal. They have zero accountability.
5 0 Reply • Share ›

Carrie Lavine
2 days ago edited
The majority of the 4 Billion compensation paid for via The National Vaccine Injury Compensation Program was for Vaccine Derived Injury by the Flu vaccine..as quoted by Dr Meryl Nass.Women that received Flu vaccine in 3rd trimester showed "significant association"to higher incidence of Lower Respiratory Infection in Babies..Brian Hooker stated and Canadian study deeply flawed as based its study only on hospitalizations rather than Dr visits where most diagnosis is made.There is more Data..from several yrs back-by Del Bigtree of ICAN via FOIA requests..higher incidence of miscarriage from the Flu shot and now or maybe always did..has mRNA in it.Also recent research study by Dr Mihalcea ..this research on Truth11.com that Flu shot&the MMR &Varicella vaccine the Chickenpox childhood vaccine is found to have the nanobot hydrogel evil technology in it.The Flu shot caused death for seniors..proven increases susceptibility for severe chronic &recurring flus- and immune deficiency-its also got Pharma's favorite neurotoxins aluminum in it.The CDC is a criminal operation and Mass Profiting via these Nano Bioweapons
3 0 Reply • Share ›

Kim from Brooklyn → Carrie Lavine
13 hours ago
This is madness for sure! The thing that concerns me the most is this has been going on for decades but most are just learning about it. Better late then never, I guess.
0 0 Reply • Share ›

Monika OLAF
2 days ago
Don't we have our God given immunity anymore??!
Promoting all these vaccines for healthy children or pregnant women is a Crime!
NEVER had a flu shot and never had flu,I am in my 60 ties.Majority of vaccines keeping people in chronic illnesses.CDC is nothing but jab Pusher bought and paid by Pharma.American people are in clutches of Pharma for years and now More than ever!
3 0 Reply • Share ›

Milk_Thistle
19 hours ago
"Never was humanity cursed by a blacker superstition than this, that disease can be cured and health maintained by the absorption of virulent poisons." A quote by Henry Lindlahr M.D.
2 0 Reply • Share ›

Kim from Brooklyn
12 hours ago
LAWSUIT AGAINST JOHNSON & JOHNSON: 2003
Also of note, in November 2003 Conmed filed a federal lawsuit against Johnson & Johnson Inc. claiming that it used its position in the suture market to coerce hospitals to also purchase its endoscopy devices, which were more expensive than those offered by Conmed. In order to receive discounts and rebates on sutures, Conmed alleged, hospitals were often required to purchase 80 percent of their endoscopy products from Johnson & Johnson. Conmed estimated that were it not for Johnson & Johnson's practices it would be able to do more than $100 million in additional business each year, increasing its market share from less then 5 percent to more than 20 percent. Johnson & Johnson was already under investigation by the Federal Trade Commission as well as the attorneys general of Connecticut and New York concerning the way it marketed suture and endoscopy instruments. Conmed was not alone in challenging Johnson & Johnson. Earlier in the year California-based Applied Medical Resources Corp., a manufacturer of endoscopy instruments, filed a similar suit against Johnson & Johnson.

*

ConMed - This is the company that bought out MEDTronic because they discovered their devices were killing people.
1 0 Reply • Share ›

Jerry Alatalo
2 days ago
I swear to God ... if I hear the word "vaccine" another 897,000,000,000 times I'm going to scream!
1 0 Reply • Share ›

Stephen Simac
5 hours ago
The retired UC Berkeley "public hellth" professor, who has been spouting lies and propaganda in weekly interviews with a "fiercely independent" listener supported radio station for the last three years, was on this morning. A caller asked about excess deaths reported by death insurance companies, and he danced around the cause- covid and medical treatment neglect were his primary possibilities (not deaths of despair) but no mention of the deadly covaxxes was made. Even the radio host sounded dubious of his reasons, although usually he is the faithful lapdog to this "expert", (who claimed vitamin D was not protective of respiratory infections, and inflammatory cytokine storms early on.) Then the "doctor" let slip that currently excess deaths are most elevated among pediatric

age children. Again no hint that an EAU approval for untested injections was responsible.

0 0 Reply • Share ›

Stephen Simac

5 hours ago

"Erin Burns, M.A., associate director for communications for the Influenza Division at the CDC, told CNN the progress made to vaccinate pregnant women after the
2009 H1N1 pandemic has been 'completely wiped out in the years since COVID-19.'
"Focus groups run by the CDC showed that 'most of the pregnant women
had no intention of getting a flu vaccine and no awareness of the
benefits it could bring them or their baby,' Burns said.
Some good news, at least. People are becoming more aware, even if they are continually lied to.

0 0 Reply • Share ›

Paul Buccigrossi

6 hours ago

CDC is straight up Eugenics.

0 0 Reply • Share ›

Gary Brown

6 hours ago

AUG 26, 2023 "The Covenant of Death"

The Most Devastating Interview of my Life -- with Dr James Thorp: How HHS Paid Millions to get 1000s of Drs to Damage Women; Hurt, Kill Babies.

https://naomiwolf.substack....

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